



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

July 31, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-83

SUBJECT: Addendum to DeCA Notice to the Trade 15-43, DeCA Brand Name Fresh Chicken Merchandising Program

The purpose of this Notice to the Trade (NTT) is to make revisions to the requirements and to extend the acceptance of presentations from potential primary and secondary suppliers regarding DeCA Notice to the Trade 15-43, DeCA Brand Name Fresh Chicken Merchandising Program, dated April 20, 2015.

As such, DeCA recommends that you thoroughly review the below revisions and submit your presentations accordingly.

- a. Reference the NTT 15-43, page 1, paragraph 2, extend accepting presentations to August 12, 2015, and change the verbiage to read as follows:

“The Sales Directorate will be accepting presentations from potential primary and secondary suppliers for the brand name fresh chicken program until the close of business on August 12, 2015. Potential chicken suppliers shall submit their presentations to the Defense Commissary Agency, ATTN: Mr. Norman Apt, 1300 E Avenue, Fort Lee, VA 23801.”

- b. Reference the NTT 15-43, page 1, paragraph 3, change the secondary supplier’s marketing sales areas to seven, and change the verbiage to read as follows:

There are seven marketing sales areas for the primary supplier and seven marketing sales areas for the secondary supplier.

The primary and secondary supplier’s marketing sales areas are as follows:

- (Area 1) Northeast [*to include Virginia, West Virginia, and North Carolina*];
- (Area 2) Southern [*to include Arkansas*];
- (Area 3) Midwest and Central [*except Virginia, West Virginia, Arkansas and North Carolina*]
- (Area 4) Southwest
- (Area 5) Northwest
- (Area 6) Alaska
- (Area 7) Hawaii

- c. Reference the NTT 15-43, page 2, paragraph 1, the 2nd sentence, change the verbiage to read as follows:

“A map indicating the primary and secondary marketing sales areas is provided at attachment 1. The primary supplier’s specific store location by marketing sales area is at attachment 2.”

- d. Reference the NTT 15-43, page 2, paragraph 2, change the verbiage to read as follows:

“The secondary supplier’s specific store location by marketing sales areas is provided at attachment 4. Please be aware that the primary and the secondary marketing sales areas map are the same.”

- e. Reference the NTT 15-43, page 2, paragraph 4, regarding “DeCA will accept ‘alternative offers’ for any of the following”, delete the following bullet:

- Chicken products that are Organic

- f. Reference the NTT 15-43, page 2, paragraph 5, the 3rd sentence, change the verbiage to read as follows:

“Suppliers may make presentations on any or all of the **seven** marketing sales areas for the **primary**, and any or all **seven** marketing sales areas for the **secondary**.”

- g. Reference the NTT 15-43, page 3, paragraph 1, the 2nd sentence, change the verbiage regarding performance date to read as follows:

“The new merchandising program will consist of a base period of performance of one year, scheduled to commence on October 1, with the potential for two 1-year renewal options.”

- h. Reference the NTT 15-43, page 3, paragraph 3, change the space allocation from 60/40 to 70/30, and change the verbiage to read as follows:

“The program will consist of “core items” which all stores will stock, and a number of “discretionary items” which will be stocked based on store size. Of the space dedicated to the fresh chicken program, the primary chicken supplier will initially be given 70 percent, and the secondary supplier will initially be given 30 percent of the fresh chicken display space in all marketing sales areas. Failure to produce package volume equal to the percentage of display space allocated, (primary 70 percent, or secondary 30 percent), may result in a decrease of shelf space allocated. DeCA reserves the right to re-evaluate and make changes to the space allocation between the primary and secondary suppliers anytime during the period of this merchandising agreement. All changes will be made based upon the agency’s data on product sales performance in each marketing sales area.

- i. Reference the NTT 15-43, page 8, paragraph 5, change the verbiage regarding presentation appointments to read as follows:

“All presentations must be received at the Defense Commissary Agency, (ATTN: Norman Apt), by the close of business on August 12, 2015.”

- j. Reference the NTT 15-43, Attachments 1, 3, 4, 6, 7, and 8, remove these attachments and replace with the “Revised” Attachments 1, 3, 4, 6, 7, and 8. Please note that Attachment 3 states the word “BLANK” as there is no secondary map. The primary and the secondary map are one in the same.

- k. Reference the NTT 15-43, Attachment 5, Mandatory Requirements, page 1, mandatory requirement number 1, 3rd sentence, change the verbiage to read as follows:

“This ROA must have a start date of no later than October 1 and be established in sufficient time to allow for the stores to initiate orders under this program.”

- l. Reference the NTT 15-43, Attachment 5, Mandatory Requirements, page 2, mandatory requirement number 9, 3rd sentence, change the verbiage to read as follows:

“DeCA reserves the right to re-evaluate and make changes to the initial space allocation between the primary supplier (70%) and secondary supplier (30%) anytime during the period of the merchandising agreement.”

Questions or concerns related to this NTT may be directed to my point of contact, Mr. Norman Apt, Category Manager at (804) 734-8000, extension 4-8216, norman.apt@deca.mil or Mr. Jeff Rose, Merchandising Specialist at (804) 734-8000, extension 4-8721, jeff.rose@deca.mil.


Tracie L. Russ
Director, Sales

Attachments:
As Stated